

Message Text

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63

ACTION COME-00

INFO OCT-01 EUR-06 ISO-00 EB-05 DRC-01 RSC-01 /014 W

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R 271543Z JUN 74

FM AMEMBASSY THE HAGUE

TO SECSTATE WASHDC 3877

INFO AMEMBASSY BRUSSELS

UNCLAS THE HAGUE 3228

E.O. 11652: N/A

TAGS: BEXP, NL

SUBJECT: PROPOSED FY 1976 EVENT SCHEDULE, NETHERLANDS

REF: STATE A-4492 OF JUNE 4, 1974.

1. EMBASSY IS PLEASED WITH SELECTION OF COMMERCIAL EVENTS FOR FY 1976 NOTED IN REFAIR SINCE ALL FOUR PRODUCT CATEGORIES APPEAR TO HAVE VERY GOOD MARKET POTENTIAL IN NETHERLANDS AND ALL ARE INCLUDED ON OUR FY 1975 TARGET CAMPAIGN LIST.

2. WE WOULD RECOMMEND, AS A RESULT OF OUR EXPERIENCE IN THE RECENT PETROTECH 74 CATALOG SHOW, THAT PARTICIPANTS IN AQUATECH BE LIMITED, IF AT ALL POSSIBLE, TO NEW TO MARKET FIRMS AND FIRMS SEEKING PRESENTATION HERE. WE FOUND IN PTROTECH THAT INTEREST IN FIRMS SEEKING REPS WAS 50 PER CENT GREATER THAN IN THOSE ALREADY REPRESENTED.

3. IN RECRUITMENT OF ENERGY SYSTEMS TRADE MISSION, COMMERCE SHOULD BE AWARE THAT PRODUCTS OF PARTICULAR INTEREST HERE WOULD BE GAS AND ELECTRIC RESIDENTIAL AND COMMERCIAL HEATING AND COOLING SYSTEMS, ELECTRIC POWER DISTRIBUTION EQUIPMENT, CONTROL SYSTEMS DESIGNED TO CONSERVE ELECTRIC POWER OR FUEL, AND EQUIPMENT FOR RECYCLING, RECOVERING, OR GENERATING POWER FROM WASTE PRODUCTS.

4. COMMERCE IS AWARE OF OUR DIFFICULTIES IN RECRUITING FOR IN-STORE PROMOTION, BUT WE ARE HOPEFUL THAT BY FY 1976 APPROPRIATE RETAIL CHAIN CAN BE FOUND.

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Message Attributes

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Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Drafter: n/a
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